

**For Immediate Release**

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**Arts & Cultural Council for Greater Rochester Awards \$33,500  
in Capacity Building Grants to Cultural Organizations in Six-County Region**

**Rochester, NY, January 28, 2009** – The Arts & Cultural Council for Greater Rochester, in partnership with Rochester Area Community Foundation (RACF), is pleased to announce the 2009 Capacity Building Grant awards. Ten area cultural organizations will receive a total of \$33,500 for projects taking place in 2009. The Arts & Cultural Council received 17 requests for Capacity Building Grant funds totaling \$72,060.

“We greatly appreciate our longstanding investment partnership with Rochester Area Community Foundation, whose critical financial support gives us the ability to strengthen cultural organizations regionwide,” said Sarah Lentini, President and CEO of the Arts & Cultural Council.

An award ceremony for 2009 grantees will be held Thursday, January 29, 10:00 a.m. – 12:00 p.m. at the Arts & Cultural Council for Greater Rochester, 277 N. Goodman Street, Rochester.

The grant programs and recipients are as follows:

**Capacity Building Grants**

The Arts & Cultural Council administers Capacity Building Grants with funds provided by Rochester Area Community Foundation. Capacity Building grants are awarded through a competitive process and provide financial and technical assistance to nonprofit arts and cultural organizations with budgets under \$600,000 in Genesee, Livingston, Monroe, Ontario, Orleans and Wayne Counties. Grants are for projects that improve management, develop audiences, strengthen fundraising, and/or achieve operating efficiencies. Priority is given to direct producers and presenters of cultural programming.

**Funds Awarded: \$33,500 for ten projects taking place in 2009.**

*Awardees*

- **BOA Editions, Ltd.:** \$2,600.00 to secure goal-based and issued-based training for board and staff, developing written documentation for implementing plans, monitoring progress, recruiting and orienting future board members, and matching skill sets to committee assignments.
- **Bread and Water Theatre, Inc.:** \$1,000.00 to purchase the proper equipment and services to complete a traditional grassroots marketing campaign.

- **Friends of Bristol Valley Playhouse Foundation, Inc.:** \$4,500.00 to purchase and install a new lighted marquee sign in front of the theater on Main Street (Rt. 21) to increase the public awareness of its facility and programs.
- **Friends of the Bach Children's Chorus, Inc.:** \$3,300.00 to create a comprehensive three-year strategic plan focusing on organizational goals.
- **Genesee Valley Orchestra and Chorus:** \$2,400.00 to purchase a color laser printer/copier to 1) facilitate continued deployment and reinforcement of its brand by printing collateral materials in color and 2) reduce printing costs by reducing dependence on commercial printing
- **Mercury Opera of Rochester, Inc.:** \$4,600.00 to upgrade its accounting systems: 1) to purchase hardware and software; 2) reorganize its financial accounting systems and migrate from Intuit Quicken to Intuit Quickbooks, and 3) document the new accounting methods and procedures in an Accounting Manual of "best practices" for its own use.
- **Park Avenue Repertory Dance Company:** \$3,130.00 to hire a consultant to redesign its website and train staff and board to manage content of its website and printed material thus increasing external and internal communication capacity.
- **Rochester Children's Theatre:** \$4,970.00 to hire a professional graphic designer to create communications materials that are consistent and in sync with the tone set by its new website. This project will clarify RCT's visual identity and strengthen its brand awareness thus increasing its audience and fundraising abilities.
- **South Bristol Cultural Center, Inc.:** \$4,000.00 to make it easier for visitors to navigate the South Bristol Cultural Center website to learn more about class and event offerings and gallery artists. Furthermore, the improved website will enable visitors to enroll in classes and purchase event tickets and gift certificates online.
- **Visual Studies Workshop, Inc.:** \$3,000.00 to seek consultation from an outside web developer to report on and implement protected e-commerce solutions, and to improve future royalty contracts and prepare for better practices regarding the sale of image reproduction rights.

For more information about Capacity Building Grants and other grant programs, contact Jennifer Watson, Grants Manager, at (585) 473-4000, extension 206, or via email at [jwatson@artsrochester.org](mailto:jwatson@artsrochester.org).

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*The Arts & Cultural Council for Greater Rochester is a nonprofit corporation serving the arts, culture, and education in the 10-county greater Rochester region. Our mission is to strengthen and promote the region's creative sector through grant programs, constituent services, and special initiatives; and to act as an advocate, planner, and funder, supporting artistic vitality and cultural diversity throughout the region. For more information about our programs and services, visit [www.artsrochester.org](http://www.artsrochester.org).*